

**KDNL TV/ABC 30 ST. LOUIS**  
**CAMPAIGN PURCHASE REQUEST FORM**

Date Avail Request Made: 8/7

Advertiser Making Request: Dece

Political Party or  
Nature of Advertising Message: Issue

Flight Dates: 9/25-10/1

Was the advertiser's message accepted by KDNL: Yes

If air time was purchased, what rates were charged? (See Attached)



KDNL  
1215 Cole St  
St Louis, MO 63106

Great American Media  
1010 Wisconsin Ave NW  
Ste 800  
Washington, DC 20007

# Contract # 1352290

Schedule Dates	09/25/12-10/01/12	Date Entered	08/08/12
Advertiser	DCCC-Democratic Congressional Campaign Comm	Last Modified	08/08/12
Agency	Great American Media (2231)	Entered By	Rita Schmidgall
Product	POLITICAL CANDIDATE SUPER PAC (ns) (1386)	CO-OP	No
Brand	1569 / DCCC / SCHEDULE 1 (466617)	Headline #	ECR09785291
Salesperson	Millennium/DC, Washington DC (1108)	Demo	A35+
Sales Office	Millennium Washington DC	Order Type	Normal
Buyer Name	Kaufma, Meredith	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	11/14/1569	Commission	\$1,252.50
Account Types	National/Political Issue Agency BRD	Net Total	\$7,097.50
Billing Type	Standard	Sales Tax	
Comments	DCCC/SCHEDULE A DCCC/SCHEDULE A REP-FRAN BROWN		

St Louis (KDNL)		
By Broadcast Month	Spots	Rate
Sep. 2012	23	\$8,175.00
Oct. 2012	1	\$125.00
Grand Total:	24	\$8,350.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/25/12-09/28/12	2	:30	7a- ABC-Good Morning America	3		X	X	X	X			3	\$75.00	\$225.00	St Louis (KDNL)	GOOD MORNING AMERICA	8/8/12
2.0	Normal Line / SPOT	09/25/12-09/28/12	2	:30	8-58a- Peoples Court	2		X	X	X	X			2	\$200.00	\$400.00	St Louis (KDNL)	PEOPLES COURT	8/8/12
3.0	Normal Line / SPOT	09/25/12-09/28/12	2	:30	9-58a- ABC-The View	3		X	X	X	X			3	\$350.00	\$1,050.00	St Louis (KDNL)	THE VIEW	8/8/12
4.0	Normal Line / SPOT	09/25/12-09/28/12	2	:30	11:01a- Judge Mathis	2		X	X	X	X			2	\$200.00	\$400.00	St Louis (KDNL)	JUDGE MATHIS	8/8/12
5.0	Normal Line / SPOT	09/25/12-09/28/12	2	:30	1:58p- ABC-General Hospital	3		X	X	X	X			3	\$250.00	\$750.00	St Louis (KDNL)	GENERAL HOSPITAL	8/8/12
6.0	Normal Line / SPOT	09/30/12-09/30/12	2	:30	10a- ABC-This Week	1						X		1	\$350.00	\$350.00	St Louis (KDNL)	THIS WEEK	8/8/12
7.0	Normal Line / Prime	09/27/12-09/27/12	2	:30	9p- ABC-Scandal (Thursday)	1				X				1	\$1,500.00	\$1,500.00	St Louis (KDNL)	20 / 20	8/8/12
8.0	Normal Line / Prime	09/28/12-09/28/12	2	:30	9p- ABC-20/20 (Friday)	1				X				1	\$800.00	\$800.00	St Louis (KDNL)	STL NOW ON KDNL@ 10P	8/8/12
9.0	Normal Line / SPOT	09/25/12-09/28/12	2	:30	10-01p- News-ABC 30 News at 10pm	3		X	X	X	X			3	\$175.00	\$525.00	St Louis (KDNL)	STL NOW ON KDNL@ 10P	8/8/12
10.0	Normal Line / SPOT	09/25/12-09/28/12	2	:30	10:35p- ABC-Nightline	3		X	X	X	X			3	\$125.00	\$375.00	St Louis (KDNL)	NIGHTLINE	8/8/12
11.0	Normal Line / Football	09/29/12-09/29/12	2	:30	7p- Sports-ABC College Football 2	1					X			1	\$1,800.00	\$1,800.00	St Louis (KDNL)	ABC SAT NIGHT COLLEGE FTBL	8/8/12
12.0	Normal Line / SPOT	10/01/12-10/01/12	2	:30	10-01p- News-ABC 30 News at 10pm	1								1	\$175.00	\$175.00	St Louis (KDNL)	STL NOW ON KDNL@ 10P	8/8/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Rep Order# 9785291 Ver# 1 Status New  
EC'd Yes

Traffic Order#

1352290

Printed: 08/07/2012 4:51 PM  
Last Received: 08/07/2012 4:25 PM  
Showing Buylines: All Lines

1 of 2



Station KDNL-TV ST. LOUIS MO  
Advertiser ( ) POLITICAL ISSUE GROU  
Product DCCC/SCHEDULE A  
Estimate# 1569  
Buyer Meredith Kaufman  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
1010 WISCONSIN AVE NW, SUITE 800  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 11/14/1569  
Flight Dates 09/25/2012 - 10/01/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) FRAN BROWN  
Salesperson Phone# 215-563-5400  
Salesperson FAX# 215-563-2974

--- CONTRACT COMMENT ---

DCCC/SCHEDULE A \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
1	09/25-10/01	7A-9A	GOOD MORNING AMERICA	:30	\$75.00	TU-F,M	3	1	3	\$225.00
2	09/25-10/01	9A-10A	PEOPLE'S COURT	:30	\$200.00	TU-F,M	2	1	2	\$400.00
3	09/25-10/01	10A-11A	THE VIEW	:30	\$350.00	TU-F,M	3	1	3	\$1,050.00
4	09/25-10/01	11A-12P	JUDGE MATHIS	:30	\$200.00	TU-F,M	2	1	2	\$400.00
5	09/25-10/01	2P-3P	GENERAL HOSPITAL	:30	\$250.00	TU-F,M	3	1	3	\$750.00
6	09/30-09/30	10A-11A	THIS WEEK	:30	\$350.00	SU	1	1	1	\$350.00
7	09/27-09/27	9P-10P	<del>ROOKIE BLUE</del> Scandal	:30	\$1,500.00	TH	1	1	1	\$1,500.00
8	09/28-09/28	9P-10P	20 / 20	:30	\$800.00	F	1	1	1	\$800.00
9	09/25-10/01	10P-1035P	STL NOW ON KDNL@ 10P	:30	\$175.00	TU-F,M	4	1	4	\$700.00
10	09/25-10/01	1035P-1105P	NIGHTLINE	:30	\$125.00	TU-F,M	3	1	3	\$375.00
11	09/29-09/29	7P-1030P	ABC SAT NIGHT COLLEGE FTBL	:30	\$1,800.00	SA	1	1	1	\$1,800.00

Rep Order# 9785291 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 08/07/2012 4:51 PM  
Last Received: 08/07/2012 4:25 PM  
Showing Buylines: All Lines

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Product DCCC/SCHEDULE A  
Estimate# 1569  
Buyer Meredith Kaufman  
Phone#  
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Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) FRAN BROWN  
Salesperson Phone# 215-563-5400  
Salesperson FAX# 215-563-2974

---REPORT TOTALS---

Report Totals: 24 / \$8,350.00

---SALES MONTHLY TOTALS---

Sep 12: 19 / \$7,375.00 Oct 12: 5 / \$975.00  
Sales Totals: 24 / \$8,350.00  
Station Totals: 24 / \$8,350.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$184,327

CABL 0% KDNL 4% KMOV 22%  
KTVI 21% UNKN 0% WRBU 0%

KPLR 0% KSDK 50%

Books FEB12  
Demos RA35+

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Sarah Levene  
do hereby request station time concerning the following issue:

Democratic Congressional campaign committee
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

<b>Total Charges:</b>
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This broadcast time will be used by: DCCC

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

DCC

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

*Kristie Mark*  
*COO*  
*430 South*  
*Capitol St.*  
*Washington, D.C.*  
*20003*

**TO BE SIGNED BY ISSUE ADVERTISER**

<p>_____</p> <p>Date</p>	<p><i>[Signature]</i></p> <p>Signature</p>	<p><i>auth. mediabuyer</i></p> <p>Contact Phone Number</p>
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**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted
 ☐ Accepted in Part
 ☐ Rejected

<p>_____</p> <p>Signature</p>	<p>_____</p> <p>Printed Name</p>	<p>_____</p> <p>Title</p>
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## AGREED UPON SCHEDULE

**For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

**Total Charges:**

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.